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Pictured: Walter and Nellie Evans, major donors to Moments Matter campaign

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Exceeding Expectations

What do one of the region’s best hospitals and one of the world’s largest concrete companies have in common? Patients and customers know they can “expect more” from both organizations. Expect More is the tagline for Baker Concrete Construction, the company where I’ve worked for 36 years. Atrium Medical Center delivers on that very same promise, and Atrium Medical Center Foundation plays a big role.

I was invited to join the Foundation board soon after the Atrium campus opened in 2007. Baker had done all the concrete work for the new facility. Because one of our company’s core values is to give back to our communities, we were happy to help support Foundation efforts. The Foundation’s major campaign at the time was to establish the Atrium Heart Center where, as fate would have it, at least three of our co-workers have since been successfully treated for heart attacks.

I am proud to begin my term as board chair during the Foundation’s 30th anniversary year. My board colleagues are a dedicated band of like-minded volunteers who share a passion for relationship building, teamwork and collaboration – guiding principles that help ensure Atrium patients, caregivers and physicians can always expect more from Atrium Medical Center.

Many thanks to outgoing chair, Barbara Strait, for her leadership and continued board service. I’m grateful as well to those who made the Foundation’s Moments Matter campaign a resounding success: all the leaders and volunteers for the campaign and gala, every donor and our Foundation staff. With deepest gratitude, I recognize the outstanding generosity of the late Walter and Nellie Evans (shown on the cover), whose estate gift of nearly $800,000 will benefit Atrium’s patients for generations to come.

Looking toward the future, I hope you will join us in making the Foundation even stronger and more effective as the hospital’s service area expands. People will continue to be drawn to Atrium Medical Center because they know they can expect more. The Foundation helps to ensure those expectations are not only met, but also exceeded.

Michael J. Schneider
Chair, Board of Directors

Atrium Medical Center Foundation’s Mission and Vision

As a not-for-profit hospital, Atrium Medical Center relies on financial support from Atrium Medical Center Foundation to bridge the gap between hospital revenue and our community’s needs. Your tax-deductible gift funds lifesaving new technology, facilities and services that ensure advanced care is available close to home.

Our Mission
To develop charitable gifts and resources dedicated to building healthier communities in southwest Ohio.

Our Vision
To be the most respected, responsive and supportive source for health care philanthropy in southwest Ohio.

For more information about ways to give to Atrium Medical Center Foundation, please contact Michael D. Stautberg, president, (513) 420-5144 or (800) 338-4057 ext 5144, or Foundation@AtriumMedCenter.org
Funds Improve Neuroscience and Stroke Care

So many families in our region struggle with the challenges of stroke, Alzheimer’s disease, brain trauma, epilepsy, multiple sclerosis and movement disorders like Parkinson’s. But, happily, many people, wanting to help ease the suffering of others, stepped forward to support the Moments Matter campaign for neuroscience and stroke care at Atrium Medical Center.

We’re excited to announce that generous donors have given nearly $1.6 million to the Moments Matter campaign, more than triple the original goal of $500,000 set two years ago!

This is the second largest campaign in the Foundation’s 30-year history, following the capital campaign that raised $5.1 million for the new Heart Center during the construction of Atrium Medical Center.

“We’re proud of how everyone came together to take health care in Atrium’s neuroscience program to the next level,” notes Mike Schneider, Foundation board chair. “We thank all of our generous donors and volunteers.”

Contributing to the campaign’s success were substantial gifts from the Walter and Nellie Evans Endowment (please see below), the Perry D. and Janet L. Thatcher Neurosciences Endowment and Atrium Auxiliary Middletown, as well as $30,000 contributed by Atrium employees.

A big thank you goes to all the campaign leaders. Doug and Rhonda Koenig co-chaired the Moments Matter campaign and, along with Rhonda’s daughter Kelli Gill, RN, co-chaired the employee campaign. Rick and Saundra Pearce led a dedicated committee who hosted over 700 “friends” at the Magic Moments gala in May 2013, raising more than $100,000 for the campaign. Dr. Subodh Wadhwa served as the campaign’s physician chair and Kirk Reich chaired the business committee.

Moments Matter dollars are already at work, enabling Atrium to keep up with changing technology, equipment and treatments; create new opportunities for patients to build confidence; enhance education about stroke and head injuries; provide for the unmet needs of uninsured or underinsured patients; and establish endowments for advanced neuroscience care.

“The enthusiasm, dedication and generosity of everyone involved will enable Atrium to grow even more, leading the way in neuroscience technology and care,” says Jim Papakirk, co-chair, Annual Fund Committee.

Walter and Nellie Evans’ CARING SPIRITS LIVE ON

A generous gift of nearly $800,000 from the estate of Walter and Nellie Evans (pictured on the cover of Caring) was significant in the success of the Moments Matter campaign. The Evans’ foresight will provide and enhance locally based expert education seminars for Atrium caregivers in neuroscience, rehabilitation and behavioral health.

Walter retired after 41 years as vice president of American Aggregates Corporation’s American Materials Company. Nellie worked as a librarian and a writer for the Middletown Journal. She passed away in 2009; Walter died in 2012.

“Walter and Nellie Evans are touching future generations of neuroscience patients and caregivers,” says Michael D. Stautberg, Foundation president. “We’re very grateful for all the ways they’ve improved patients’ lives with all of their gifts to the Foundation.”

Foundation supporters gathered on August 18 to celebrate the success of the Moments Matter campaign. Top, left to right, are Michael D. Stautberg, Foundation president; Marquita Turner, RN, BSN, CEN, MBA, vice president, patient care services/chief nursing officer; Michael J. Schneider, Foundation board chair; and Rhonda and Doug Koenig, campaign co-chairs. Above, Foundation guests toured Atrium’s Rehabilitation Center to learn how patients work to regain strength and relearn activities of daily living.
Every Woman, Everywhere

Raising Funds for Mobile Mammography and Women’s Services

“I am walking, living, breathing proof that mammograms save lives!” says Lori Pike of Monroe. “The day before my yearly mammogram in 2011, I had a breast exam by my OB/Gyn and no lump was detected. But the routine mammogram at the Wilbur and Mary Jean Cohen Women’s Center at Atrium Medical Center – done the very next day – revealed a tiny lump.”

Following a cancer diagnosis, Lori had a lumpectomy followed by a few radiation treatments. “The only reason I’m cancer-free is because I had yearly mammograms,” this 59-year old realtor says with passion. “To survive cancer, you’ve got to know if it’s there.”

Not every woman is easily able to get to a mammography center. Plus, many women who know they should have a mammogram “put it off” and one day turns into the next. Sound like busy women you know?

That’s why Atrium Medical Center Foundation has launched the Every Woman, Everywhere campaign, now underway, to expand women’s health services. A major goal is to raise funds for a mobile mammography unit to make breast cancer screening more convenient for women in our region. No other hospital or health system in the Middletown/Dayton area currently offers women the easy availability of mobile mammography.

“A donation to this campaign is an excellent opportunity to make an impact on the lives of women in this area,” says Rhonda Seidenschmidt, director of medical imaging and employee campaign chair. “Women are often so busy taking care of everyone else, their own health needs are postponed.”

The American Cancer Society, American Congress of Obstetricians and Gynecologists and the American College of Radiology continue to recommend that annual breast cancer screening begins at age 40 – even earlier for women at greater risk for developing breast cancer.

Our mobile unit will take mammograms to where women live and work!

Above left, Monroe realtor Lori Pike is a breast cancer survivor thanks to a yearly mammogram. Below, the mobile mammography vehicle Atrium plans to purchase will have advanced technology and comfortable surroundings. A mobile unit similar to this one will travel throughout Atrium’s and Premier Health’s service area.
Help Us Take Mammograms on the Road

“In southwest Ohio, up to 40 percent of women are not participating in mammography screenings,” reports Atrium’s Dr. Hugh Hawkins. “The list of reasons why these women aren’t having regular mammograms is a mile long. But studies show that the more convenient it is to get a mammogram, the more likely women are to schedule one.”

Mammograms are a powerful tool for early detection of breast cancer, a disease that the American Cancer Society says will likely take the lives of more than 40,000 women in 2014 alone.

Around the country, mobile mammography units have proven to be effective in motivating more women to schedule a mammogram. Often a mobile unit visits a business for a day, allowing workers to easily get their mammograms. Mobile units are also seen at community events, schools and places where a population might be underserved.

Some mobile mammography units report that they are on the road six days a week!

Your donation to this effort will help us get the mobile unit “rolling.” Here’s what a woman can expect when she visits:

• She will receive a high quality mammogram, just like the one at a “brick and mortar” mammography center.
• No doctor’s order is needed for a screening mammogram.
• Female members of Atrium Women’s Center team will staff the unit.
• The interior of the mobile unit has the same upscale look as a breast center, with a reception area, private dressing rooms and equipment room.

Expanding Women’s Services

Helping women take better care of themselves starts with having a full range of technology available. The Every Woman, Everywhere effort is also raising funds for osteoporosis screening technology, expanded education and community outreach, help for financially challenged women to get the medical services they need and an endowment to support women’s services for generations to come.

Advancements in women’s health services are extraordinary. Tomosynthesis technology, a revolutionary process that produces a 3D mammogram in addition to a conventional 2D mammogram, is being introduced at Atrium Medical Center’s locations and will be included in the mobile unit we hope to operate.

Join the Momentum!

The Every Woman, Everywhere campaign goal is a minimum of $500,000 allocated to help fund at least half of the $1 million cost to purchase and operate the mobile mammography unit. The stretch goal of $750,000 will allow us to expand other services for women.

Atrium Auxiliary Middletown has already generously donated $50,000 to the campaign. The Atrium employee campaign wrapped up in August. The goal was $20,000 and, with the kind contributions of our big-hearted employees, more than $30,000 was raised! A special thank you to employee chair Rhonda Seidenschmidt and Hugh Hawkins, MD, physician campaign chair and medical director of The Wilbur and Mary Jean Cohen Women’s Center at Atrium.

Now the community portion of the campaign is underway. Please join us in bringing hope and care to every woman, everywhere.

To make a gift, simply use the envelope in this issue of Caring or visit AtriumMedCenter.org/Donate and designate your gift to women's services. You always have the choice to give your gift in honor or memory of a special lady you have been privileged to know.

On behalf of the wives, mothers, daughters, sisters, relatives and girlfriends in our service area, thank you!
Making Your Life Easier in Trenton and Mason

By Carol Turner, FACHE, President and CEO, Atrium Medical Center

Focusing on our patients’ needs comes first at Atrium Medical Center. With Atrium’s recent expansion to Trenton and Mason, we’re responding to patients and residents who tell us they want and need health care close to home. Our new services in these communities are designed to make life easier!

In a unique partnership with Edgewood City Schools, we just opened Atrium Health Center – Trenton on the Edgewood campus at 3590 Busenbark Road, near Route 73 in northeastern Butler County. The 15,000 square-foot building houses the schools’ central registration offices as well as outpatient medical services, including the offices of Trenton Family Medicine, laboratory, medical imaging, outpatient cardiac testing, physical and occupational therapy and more.

We’re pleased to bring comprehensive, caring and high quality health care to students, staff and residents of Trenton and the surrounding communities, close to where they live and work. We greatly appreciate the vision of city and school leaders in welcoming Atrium to the community.

Early in 2015, Atrium will open a full-service emergency department and a range of outpatient services at the new Atrium Health Center – Mason in southern Warren County. Area residents will have access to a full-service, 24-hour emergency department staffed by physicians from Atrium’s Level III trauma center. The two-story, 14,000-square-foot building at 7450 Mason-Montgomery Road will also include medical imaging services (CT, MRI, ultrasound, mammography and x-ray), laboratory, cardiac testing and physician offices for family medicine, cardiology, orthopedics, and obstetrics and gynecology. A helicopter pad will make it easy to transport critically ill or injured patients by CareFlight Air and Mobile Services to Atrium’s Level III trauma center or Miami Valley Hospital’s Level I trauma center in Dayton.

For busy families and nearby businesses, our new Mason services will offer a better, faster and more efficient way to receive emergency and comprehensive health care. Premier Health’s expertise in emergency care is unparalleled in southwest Ohio, with more than 282,000 emergency visits across the system in 2013. Soon our neighbors in the Mason area will be able to benefit more easily from the outstanding care that Atrium and Premier provide.

As we work to make it easier for you to get the health care you need, Atrium Medical Center Foundation has initiated specific funds and projects focused on Trenton and Mason. To learn more about these new opportunities – and all the Foundation’s efforts to build healthier communities in greater Butler and Warren counties – please contact the Foundation. To everyone who has already made a donation – and to those who will – I offer my deepest gratitude.

You can count on Atrium to continue to lead with compassion and vision as our region grows and develops. With your partnership, we’ll make this an even better place to live and work. Thank you!
This annual festival brings together families who have known life’s greatest tragedy – the death of a child – with others who understand for an afternoon of family fun. Families helped by Atrium Medical Center’s HEAL program (Help Endure a Loss) enjoy an afternoon of games, activities, entertainment and food. Steps 4 HEALing, a 5K trail run/walk added to the festival day for the first time this past spring, will be repeated in 2015. Mark your calendar for Saturday, June 20, 2015.

“Community support of the HEAL program helps make it possible for Atrium to assist families who are coping with such extreme sorrow, since HEAL offers its programs and services free of charge,” says Donna L. Banks, vice president operations, Atrium Medical Center.

HEAL provides emotional support while attending to the logistics that surround memorializing a child. Support groups, community events and a memory garden bring families together to support each other and remember their child. “HEAL’s care and concern helps immediately after the tragic death and it remains available, continuing to help families as their lives – and grieving – continue,” Donna explains.

Participants in the inaugural Steps 4 HEALing 5K run/walk on June 21.

20th Annual James A. Combs Memorial Golf Tournament a Success

Trusty golfers will power through a bit of cold and rain for a good cause, as 100 people proved at the 2014 James A. Combs Memorial Golf Tournament held at Weatherwax Golf Club on May 16, co-sponsored by Atrium Medical Center Foundation and the Kiwanis Club of Middletown.

This year marked the 20th year for this day on the greens, all “to raise green” for important efforts. Tournament proceeds totaled $23,000, split between the Dr. E. Ronald Oches Endowment for Children’s Health at Atrium Medical Center and the James A. Combs and O.K. Klafter nursing scholarships sponsored by Kiwanis Club of Middletown.

Our heartfelt thanks go to the father-son team of Steve and Dan Dobroszi for organizing another ace event!

“We appreciate the faithful golfers who support this event year after year, and it’s always nice to make new friends as well,” says Steve Dobroszi. “We join together to raise funds for two very important causes – and have a good time, too.”

Have your clubs polished and ready for the 21st Annual James A. Combs Memorial Golf Tournament to be held May 15, 2015.

Interested in getting more involved with the Foundation?
We’d love to have your support as a volunteer or sponsor. Please contact Atrium Medical Center Foundation at (513) 420-5144 or Foundation@AtriumMedCenter.org. Thank you!
The More Things Change, the More They Stay the Same
Atrium Auxiliary Middletown Celebrates a Century of Service

On October 6, Atrium Auxiliary Middletown celebrated its 100th anniversary with a dinner honoring past and present members. Nearly 100 Auxilians gathered at Atrium Medical Center for an evening filled with memories, tributes, gratitude and pride.

Through the dramatic changes of the last century, the Auxiliary has remained steadfast in its commitment to the hospital and the community. Sara Genevra Verity – “Sally” to her friends and family – was only 20 years old in 1914 when she brought an idea to her father, George, the founder and president of ARMCO, and her socially prominent mother, Jean. Sara said she wanted to organize some of her girlfriends to help raise money for less fortunate Middletonians. The Veritys, themselves community-minded philanthropists, gave her their blessing and the Girls Welfare Association, precursor to Atrium Auxiliary Middletown, was born. The group’s stated purpose was “to create funds and dispense them for the benefit of needy individuals, as well as to give personal hours of service wherever needed.”

The association became officially affiliated with Middletown Hospital not long after the institution’s opening in 1917. As the hospital evolved, so did the association. Although the group went through several name changes, its spirit remained the same. Today, Atrium Auxiliary Middletown boasts nearly 200 members whose mission – to further the welfare and interest of Atrium Medical Center through fundraising activities and service to the hospital and its patients – looks a lot like Sara Verity’s vision of 100 years ago.

The Auxiliary’s wide-ranging fundraising activities include book, flower and holiday ham sales, as well as operating and staffing the hospital’s Hilltop Gift Shop. Patti Gage, a long-time Auxilian and two-time president of the group, along with Martha Oches, a 40-year member now serving a second term as president, planned a memorable 100th anniversary event.

“I began volunteering as a candy striper alongside my mother, who was an Auxilian,” Patti explains. “But it’s never too late to make a difference by joining the Auxiliary and contributing to the group’s rich legacy of service. The Auxiliary has had a tremendous impact on the hospital’s ability to build a healthier community. Over the years we have contributed more than $1.5 million toward equipment, from the simplest necessities to the most leading-edge medical technology available.”

“The Auxiliary has also awarded more than $670,000 in scholarships to students pursuing education in healthcare-related fields,” adds Martha. “I chaired the scholarship committee for a number of years and am proud the Auxiliary makes this investment in the health care workers of tomorrow.”

“As our first 100 years draw to a close,” Martha continues, “we once again face a rapidly changing world defined by new medical technologies and ever more specialized jobs requiring advanced training. In addition, the hospital’s ‘footprint’ is growing and, along with it, the Auxiliary’s regional impact. As we have for 100 years, the Auxiliary will continue to adapt to changing times and serve patients and our communities with a passion for helping.”

When Atrium Auxiliary Middletown celebrated 100 years of service on October 6, many current and past presidents and leaders gathered to reminisce. Over the past century, the Auxiliary has contributed more than $1.5 million toward equipment for the hospital and more than $670,000 in scholarships to students pursuing educations in health-related fields.
Atrium Auxiliary Middletown: 
Up Close and Personal

By Walter H. Roehll Jr., MD, Medical Director, Diagnostic Cardiology and Cardiac Rehabilitation Services, Atrium Medical Center

When Atrium Medical Center Foundation asked me to share some thoughts about Atrium Auxiliary Middletown on the occasion of their 100th anniversary, one delicious memory came immediately to mind: lobster thermidor. My mother’s recipe for this classic French dish was featured in one of the Auxiliary’s popular cookbooks.

From the time I was about 10 years old, I remember my mother being an active member of the hospital Auxiliary. It was a closely knit group back then, composed of friends and neighbors who wanted to give back to their community.

My wife, Mary Lou, joined the group in 1966. My most vivid memory of her time in the Auxiliary is her work on the High Fever Follies, the Auxiliary’s annual community variety show and major fundraiser. Mary Lou was chair of the production in 1971 and again in 1973. Interviewed by the Middletown Journal in ’73, she said, “The Follies offers a chance to expand your life and circle of friends. For three weeks, people who take part in the show are projected away from the 8 to 5 grind into a Broadway atmosphere.”

With singing, dancing and skits, the Follies was a much-anticipated community event. Where else could you see administrators like Jim Elder, the hospital’s chief operating officer, and Jack O’Neill, hospital chair, so realistically pantomime sewing their fingers together? Or ophthalmologist Paul Woodward “boing” his head like one of the Three Stooges?

From 1965 to 2000, the Follies raised tens of thousands of dollars for equipment that helped keep the hospital on the leading edge of medical technology. The Follies is just one example of how the Auxiliary has made a difference for Atrium patients, the hospital and the community.

During my time on Atrium’s medical staff and on the Foundation board, I have witnessed firsthand the dedication, ingenuity and generosity of our Auxilians. The impact of their commitment is huge – whether it be “big-ticket” fundraising, reaching out to comfort patients through initiatives such as the Friend Program or awarding scholarships that help members of the hospital staff pursue their education.

The Cardiology Department, for example, has benefitted greatly from the Auxiliary’s hard work. EKG machines, heart monitoring equipment and exercise equipment for rehab and stress testing are just a few of the improvements made possible by the Auxiliary. As a lead donor for all the Foundation’s fundraising campaigns, Atrium Auxiliary Middletown sets an example for all of us. We owe a special gift of gratitude to Auxilians past and present for a century of unwavering support.

Over the years, Auxiliary members have raised funds and volunteered time for projects such as the Lifeline system, which provided peace of mind to older adults living alone, and a van to transport patients in the hospital’s Rehabilitation Center.
A person with cancer should not have to worry about having enough gas money to get to treatments or how to pay for a prescription. Thanks to the Jim Geran Cancer Care Endowment at Atrium Medical Center Foundation, the Compton Treatment and Infusion Center at Atrium Medical Center can offer a helping hand.

“Or perhaps a patient is having difficulty paying for nutrition supplements,” says Monica DuShane, a licensed social worker at the Compton Center. “In these situations, if other resources fail, it’s wonderful to say, ‘We can help,’ thanks to Jim Geran and his supporters.”

Before he passed away, Jim Geran, an AK Steel retiree and cancer patient, asked his family and friends to raise funding for local cancer care. In 2008, the first of three golf tournaments resulted in additional infusion treatment space and technology.
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Does a Charitable Gift Annuity Make Sense for You?

By Ryan Hall

Ryan Hall is a trust officer with WesBanco Trust and Investment Services. He has more than 15 years’ experience in all aspects of wealth management, specializing in managed investing, personal and charitable trusts, agencies and estate administration.

With interest rates remaining historically low and investors desperate for higher yields, those who are charitably inclined should seriously consider making a charitable gift annuity. In this arrangement, the annuitant – you – conveys property such as cash or appreciated securities to a charitable institution like Atrium Medical Center Foundation. In exchange, the Foundation promises to make periodic payments to you for your lifetime or for the joint lifetimes of you and your spouse. You receive the twin benefits of a guaranteed income stream for life and a partial, immediate charitable income tax deduction for the gift portion of the transferred property.

The donated property becomes part of the charity’s assets. The payments to you are the charity’s general obligation. The Foundation assumes the risk that you will outlive your life expectancy and also assumes all risk with respect to the investment performance of the donated property. Payments to you are usually made annually, semiannually or quarterly. The older you are at the time of the gift, the higher the payout. Atrium Medical Center Foundation currently has nearly 30 charitable gift annuities.

One big attraction of charitable gift annuities is that part of each payment to you is tax-free. If you give appreciated property, you will pay capital gains tax on only part of the appreciation. Bargain sale rules apply, with each payment being treated partially as a tax-free return of capital, partially as a capital gain, and the balance as ordinary income. If you live to the end of your life expectancy, you will have recovered your cost basis in the property, so any remaining payments to you are fully taxable. If you die before the end of your life expectancy, the remaining unrecovered basis can be taken as a deduction by your estate. In the meantime, the Foundation can sell the appreciated assets completely tax free at any time to leverage the gift’s value.

You also qualify for a charitable income tax deduction, since the present value of the transferred property exceeds the present value of the annuity. The amount of your deduction depends upon your age, the assumed rate of return according to the annuity tables, and the frequency and timing of annuity payments. Most charities use rates published by the American Council on Gift Annuities. The suggested rates assume that the residual value of the gifted property will be at least 50 percent of the initial gift amount, if you live only to life expectancy. The usual deduction limitations in the tax code for the gift portion of the annuity still apply: 50 percent of your contribution base if cash is given and 30 percent if appreciated property is used.

You should seriously consider making a gift annuity if you are in a high tax bracket, charitably inclined, have appreciated assets in your portfolio that you can spare for gifting, are in good health, and you would like to retain a guaranteed income from the property. The mechanics of the gift are very simple, requiring at most a one or two page form. Best of all, you will assist Atrium Medical Center Foundation’s very worthwhile mission of building healthier communities in southwest Ohio. For more information, please contact Foundation president Michael D. Stautberg, president, or Samuel R. Lobar, director, major gifts, (513) 420-5144 or Foundation@AtriumMedCenter.org.
Year-End Giving Benefits You and Atrium Medical Center

As 2014 draws to a close, you may be able to reduce your tax liability by making a year-end gift to Atrium Medical Center Foundation. Consider a gift of:

- Cash
- Stock
- Unneeded, paid-up life insurance policies
- Real estate
- Planned gifts that provide financial support to the Foundation while providing income to you and a loved one.

Thank you!

To Learn More

For more information, please contact us at (513) 420-5144, (800) 338-4057 ext. 5144, or Foundation@AtriumMedCenter.org.

You have the right to request that we not send you any future fundraising materials, and we will use our best efforts to honor your request. Please write to Atrium Medical Center Foundation at Foundation@AtriumMedCenter.org or at One Medical Center Drive, Middletown, OH 45005, if you would like us to remove your name from our mailing list. Please contact us if you have a change of address, if you’re receiving multiple copies or if you would like to add someone to our mailing list.

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